



New Business Attraction

What we do

1. Build strategic relationships with site selection decision makers and influencers
2. Market Maryland's strengths
3. Identify new opportunities
4. Provide unparalleled customer service when competing for these opportunities

Engaging Site Selection Consultants

- Who are site selection consultants?
 - All represent corporate end users
 - Most are multi-disciplined
 - Some focus just on real estate
 - Some are sector focused
 - Some focus on incentives
 - Many have local tenant reps in Maryland
- Why target them?
 - They source more than 60% of identified opportunities
 - They have a steady portfolio of open opportunities with multiple clients
 - They are often repeat customers

Engaging Site Selection Consultants

- Direct calls
- Corporate real estate organizations
 - CoreNet Global
 - Annual conference
 - Local chapter events
 - Local chapter leadership (events)
 - International Asset Management Council
 - Two annual forums per year
 - Executive dinners and receptions
 - Committee participation (membership)
 - Site Selectors Guild
 - Annual conference
 - Annual forum
- Targeted quarterly newsletter
- Quarterly trips to consultant-rich metro areas (CHI, ATL, DAL, NYC, SC)

Targeting Corporate End Users

- Targets
 - CEOs, Presidents and COOs
 - CFOs and EVPs of tax
 - EVPs of operations, facilities, et al.
- Sectors
 - Manufacturing
 - Life Sciences
 - Cybersecurity/IT
 - Aerospace and Defense
 - Financial services
 - Distribution
 - Energy
- Out-of-state headquarters of companies with significant Maryland operations



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- Industry sector organizations
 - BIO International
 - RSA



Providing unparalleled location services to win identified opportunities

- Provide project management, research and any other necessary support
 - Real Estate
 - Incentive programs
 - Workforce
 - Strategic connections
- Partner with local and regional economic development agencies and other stakeholders
- Site tours

Successes

- ~125 new facilities representing ~12,000 new jobs since 2015
 - Amazon distribution centers - Baltimore City, Baltimore County, Cecil County and Washington County - ~7,000 jobs
 - Kite Pharmaceuticals manufacturing - Frederick County – 800 jobs
 - Morgan Stanley back office in Baltimore City – 800 jobs
 - Under Armour distribution center - Baltimore County – 800 jobs
 - Kroger distribution center – Frederick County – 550 jobs
 - Webstaurant – Allegany County – 150 jobs